

April 24, 2024



Public Affairs
Council

Communicating to Gen Z and Millennial Stakeholders

Alex Donovan

Members Can Contact our Staff Experts



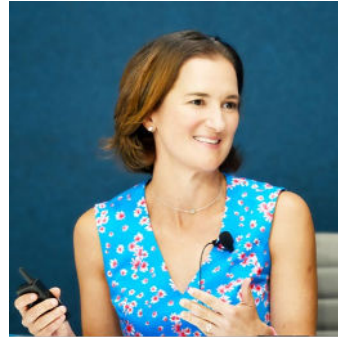
Doug Pinkham

- Corporate communications
- Media relations
- Trends, strategy & reputation management



Kristin Brackemyre

- Political engagement, compliance & transparency
- Public affairs management



Amy Meli

- Benchmarking research
- Consulting services
- Foundation for Public Affairs



João Sousa

- Global public affairs
- Strategic communications
- EU institutions



Tori Ellington

- Campaign finance
- Political action committees
- GOTV & civic engagement



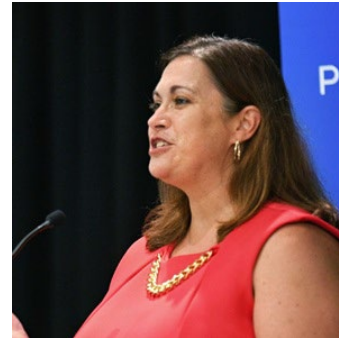
Anna Platt

- Local, state and federal gov't relations
- Lobbying trends
- Public policy



Erica Harris

- Corporate responsibility & social impact
- Diversity, equity and inclusion (DEI)



Laura Brigandi

- Grassroots engagement
- Digital advocacy
- Relationship-building



Alex Donovan

- Policy communications
- Investor relations
- Environmental, social, governance (ESG)
- Global public affairs

Digital Media & Advocacy Summit

June 10 | Washington, D.C.

A must-attend event for digital comms and advocacy professionals. Hear new strategies for energizing grassroots and policy campaigns.

Register by May 3 and save
pac.org/dmas



DIGITAL
MEDIA &
ADVOCACY
SUMMIT

Communicating to Gen Z and Millennial Stakeholders

Hosted By:



Alex Donovan

Manager, Public Affairs and Policy
Communications
Public Affairs Council

Communicating to Gen Z & Millennial Stakeholders

Today's Speakers:



Alex Donovan

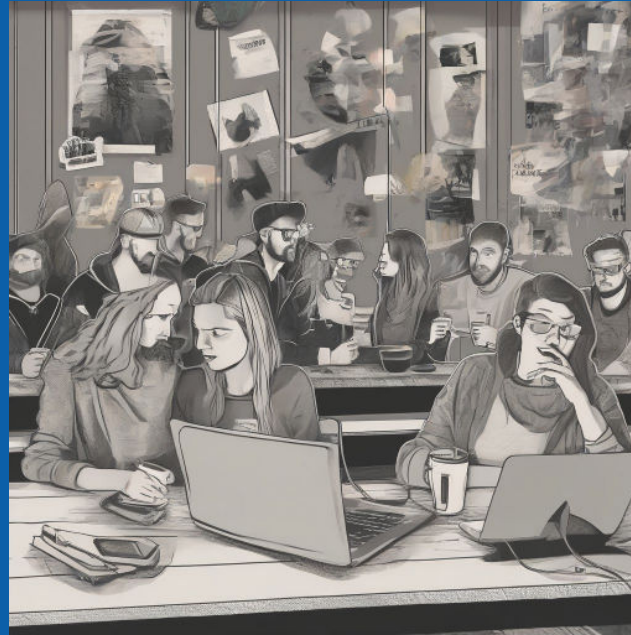
Manager, Public Affairs and Policy
Communications
Public Affairs Council



Cyrus Beschloss

Founder
The Generation Lab

“Millennials, According to AI”



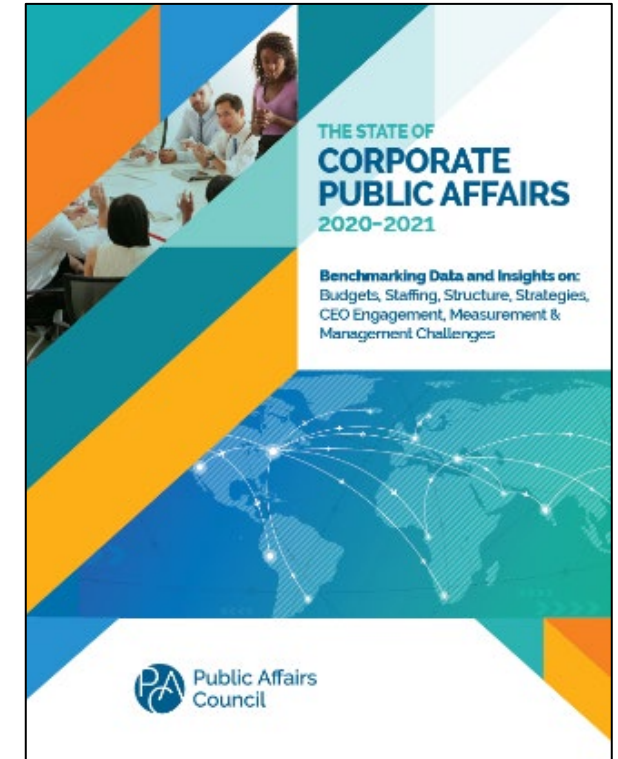
Images Generated by
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“Gen Z, According to AI”



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2023 Public Affairs Council Pulse Survey



Visit: <https://pac.org/public-affairs-pulse-survey-2023> for complete report



The Lorde Rule



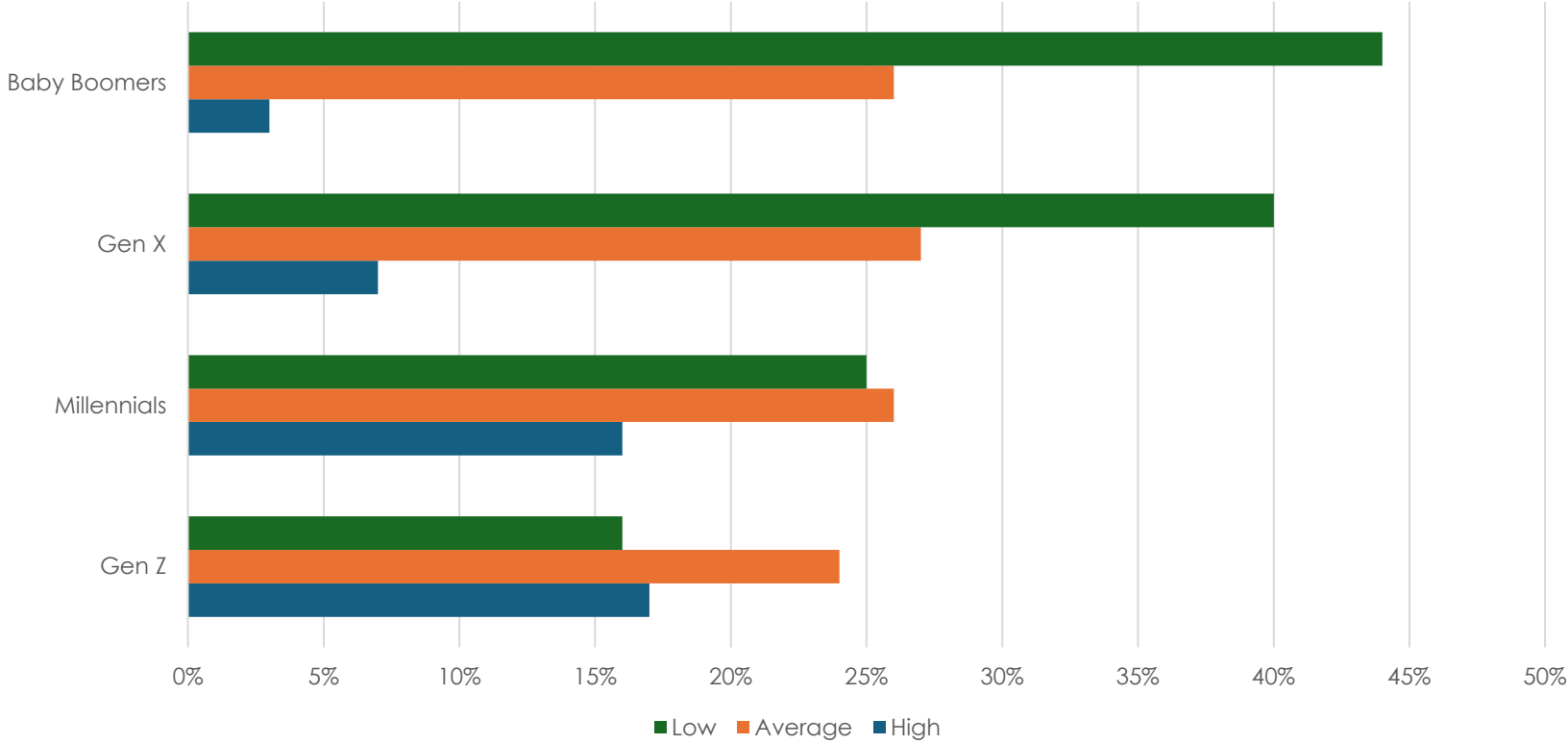
Millennial
(1981-1996)

November 7
1996

Generation Z
(1997 – 2009)

Impressions of Business Leaders

Belief in CEOs to Be Honest and Ethical



Gen Z and Millennials rate CEOs higher in honesty and ethics than Gen X and Baby Boomers



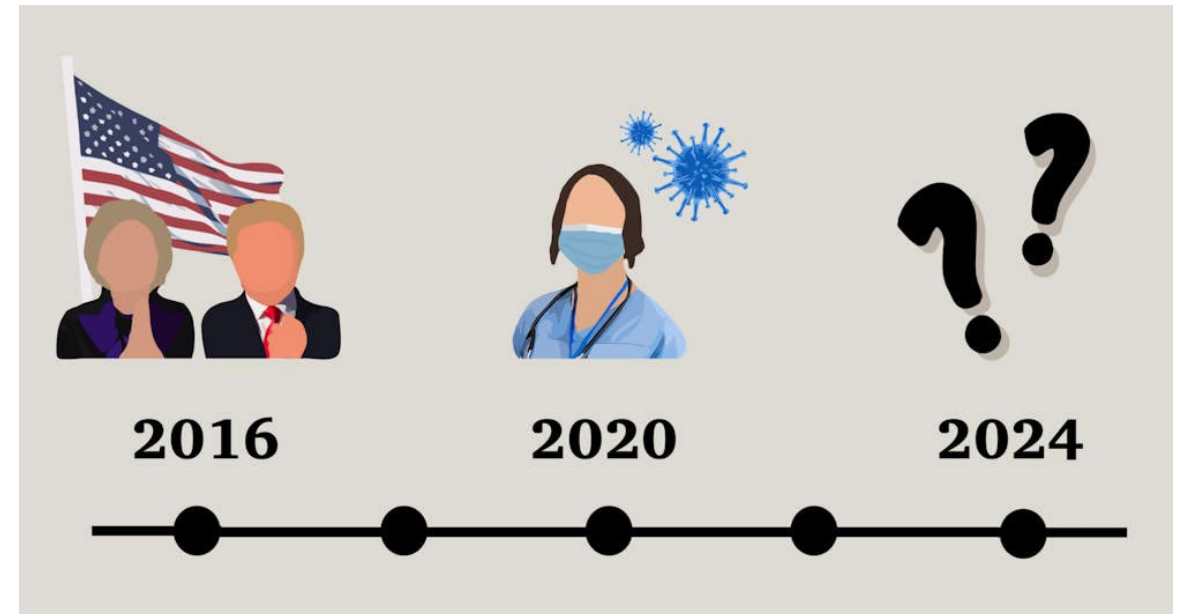
Impressions of Business Regulation

- No clear distinction across generations toward regulation of large industry, including financial institutions, energy companies, and large retail,
- “Too little regulation of pharmaceutical industry”:
 - Gen Z: 25%
 - Gen Y: 35%
 - Gen X: 35%
 - Baby Boomers: 48%
- “Too little regulation of technology companies”:
 - Gen Z: 23%
 - Gen Y: 27%
 - Gen X: 28%
 - Baby Boomers: 40%



Elected Officials and Government

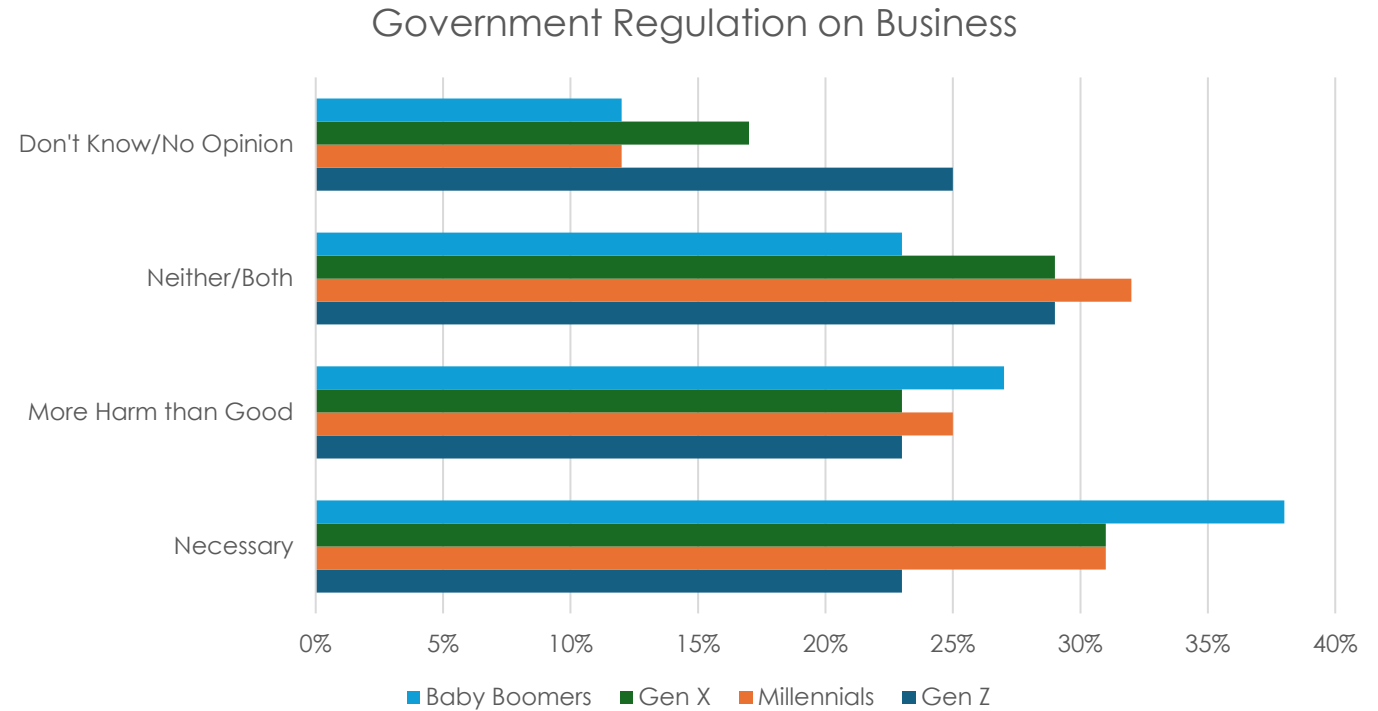
The oldest members of Gen Z were eligible to vote in 2016.



Impressions of Government Regulation

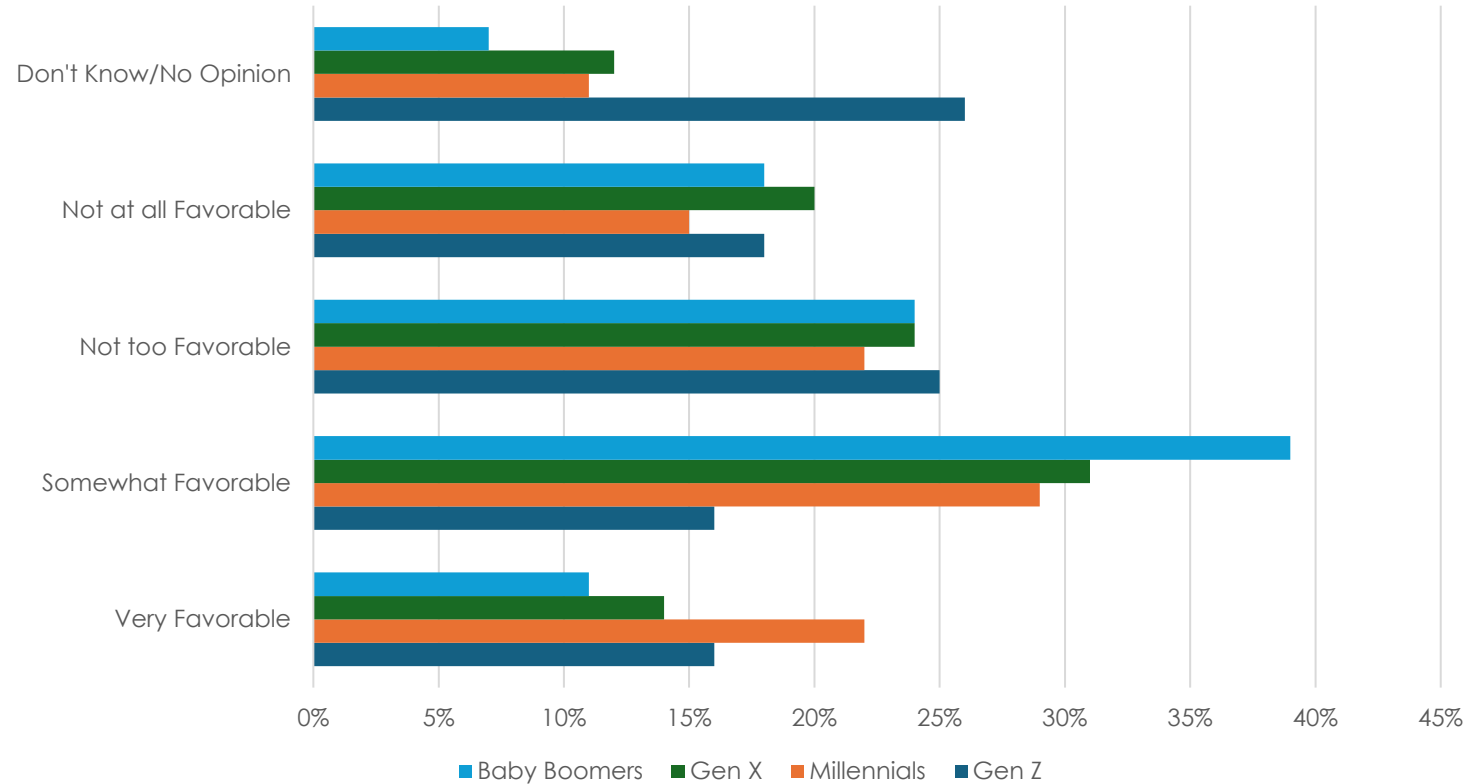
“Government regulation of business is necessary to protect the public interest”

Result: Fairly even split, with Baby Boomers making up the largest share that regulation is “necessary”.



Impressions of State Government

What is your Opinion of State Government?

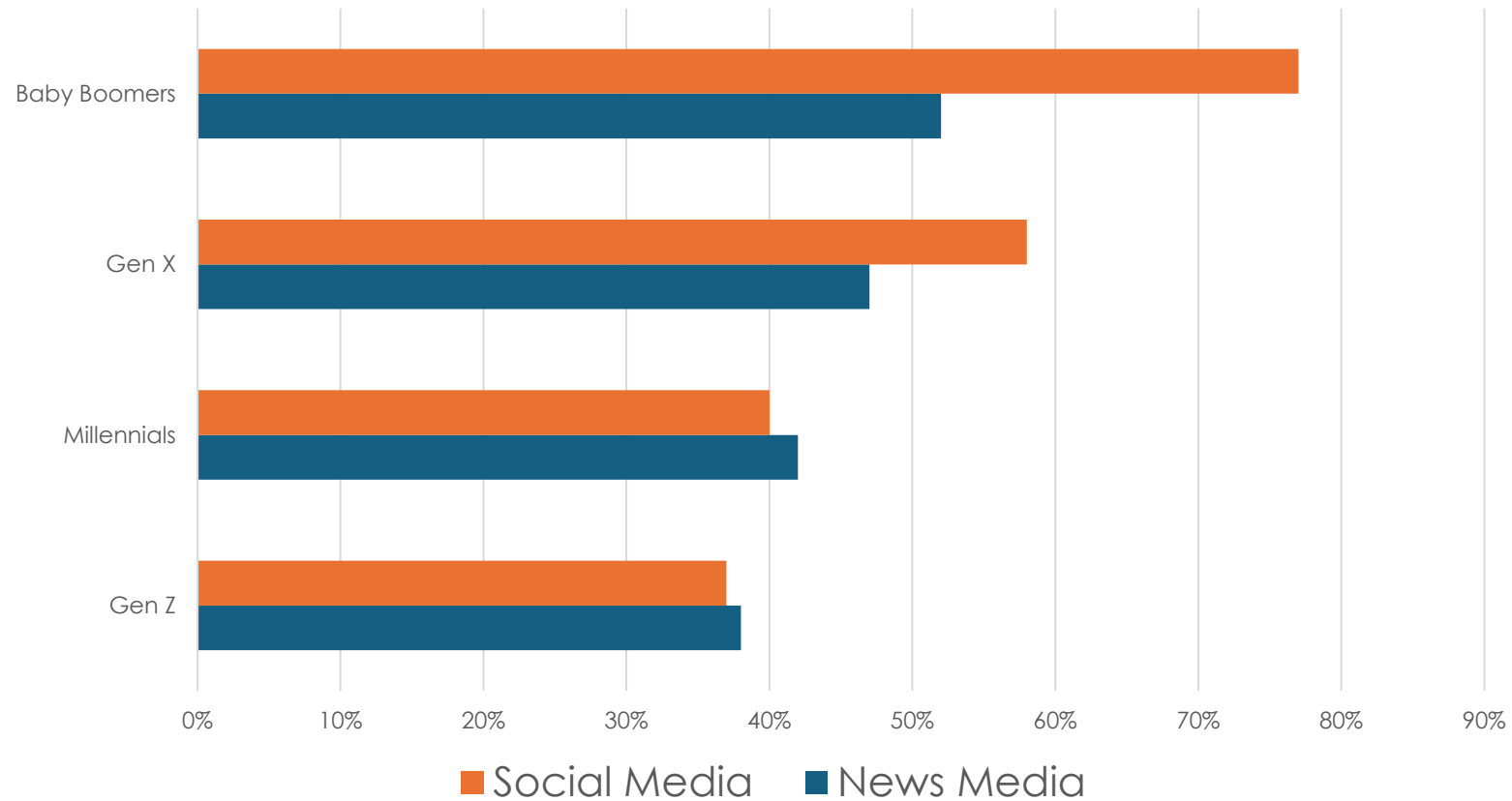


Gen Z - Not Too Favorable: 25%
Millennials - Somewhat Favorable: 29%



Not Happy Media Customers

Responded as Having "Not Much" or "None at All" Trust in Type of Media



The Channels



Key Findings and Pulse Survey Takeaways

- Gen Z and Millennials are less wary of the news media and social media for political information compared to other age groups.
- Rise of “think for yourself” authorities: voices on social media, trusted friends, and mentors.
- Gen Z and Millennials are more likely than their older counterparts to rate the standards of their business and political leaders highly.
- Not much variation across age groups on impressions on regulating business at large.
 - Gen Z respondents are most likely to respond “Don’t know” or “no opinion”



Questions and More Information on Pulse Survey:

Contact me at
adonovan@pac.org

